

Stakeholder Survey 2022



CITB NI's mission is to develop and embed a training culture which will improve the skills and productivity of the Northern Ireland construction industry.

The stakeholder survey is completed to help determine how well CITB NI is achieving its aims and objectives in the opinion of various stakeholders. A total of 125 stakeholders were contacted to participate in the survey, 45 responded, giving a 36% response rate.

Respondents by Type of Organisation



- 36% Training / Education
- 27% Government / Local Authority
- 16% Employer Representative (Association or Federation)
- 9% Other
- 6% Project Partner
- 6% Professional Body

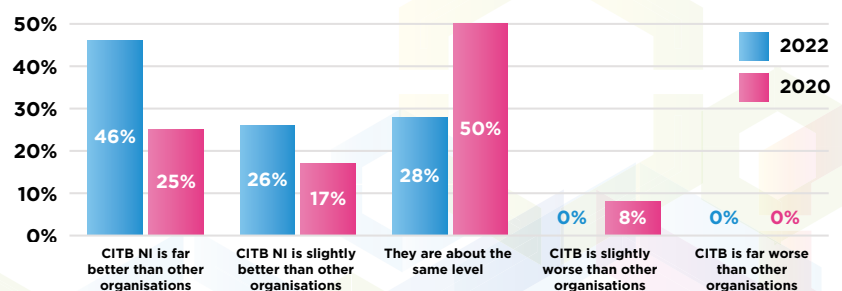
All respondents had heard of CITB NI before receiving the survey and all had varying levels of contact with CITB NI over the last 24 months.

Findings Stakeholder awareness of CITB NI's products and services

The results of the 2022 survey show an improvement in communication with stakeholders.

- 78% of stakeholders recalled having received information regarding skills/training solutions compared to the 64% of respondents in 2020.
- 73% of respondents have frequent or regular contact with CITB NI. All stakeholders surveyed felt their interaction with CITB NI was sufficient to meet their needs.
- 72% of respondents felt that CITB NI is better than other organisations in providing help or advice on sector specific skills or training-related issues, whereas 28% felt that CITB NI is the same as other organisations.

How would you rate the quality of the help or advice from CITB NI compared to other organisations you are aware of that provide sector specific help or advice on skills or training-related issues? Would you say...



Stakeholder Understanding of CITB NI's Role

82% of respondents felt they have a good level of understanding about CITB NI's role and objectives.

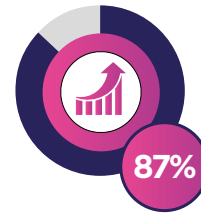
Stakeholders believe CITB NI's main roles are:



Identify current and emerging skills needs



Support up-skilling, re-skilling and conversion



Improve the image of the industry and raise awareness of construction careers

Overall Satisfaction

94% of stakeholders believed CITB NI is working well towards meeting ALL objectives set out to support the industry.

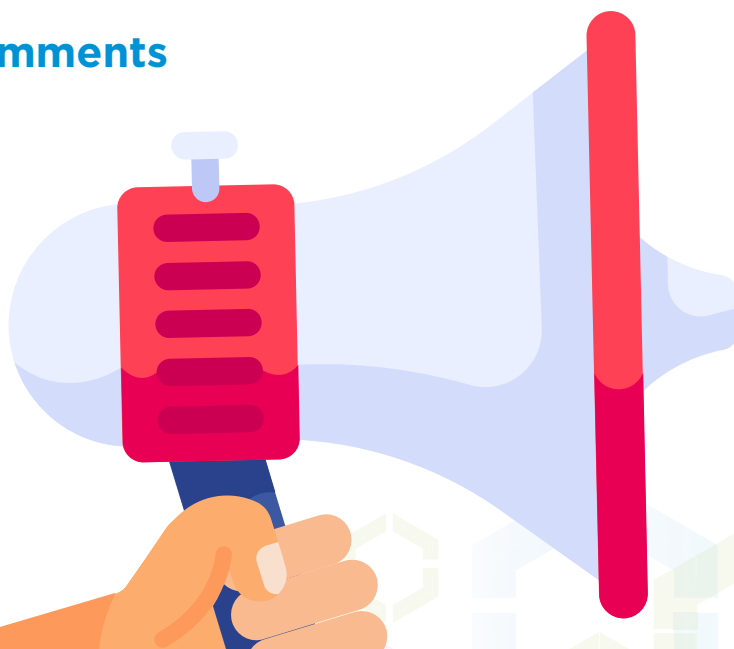
89% of respondents agreed or strongly agreed that CITB NI are performing very well; working as one team and staff taking personal responsibility for dealing with customers

33% of stakeholders surveyed would speak very highly of CITB NI if someone asked their opinion. 72% of respondents had recommended CITB NI to someone in the last 24 months. The 2022 results show a 20% improvement in the number of respondents who proactively recommend CITB NI compared with 2020.

89% of respondents (up from 72% in 2020) were completely satisfied or satisfied with the overall service CITB NI provides for the construction industry.

The main areas stakeholders believe that CITB NI are performing extremely well in is; promoting and incentivising apprenticeships 78%, promoting careers in construction 76%, and creating productive partnerships 75%.

Comments



I thoroughly enjoy working with CITB NI.

I have found CITB NI to be my 'go to' organisation in relation to all things construction. The whole team are hands on and are always on hand with information as requested.

For more research reports please go to the research section of our website www.citbni.org.uk